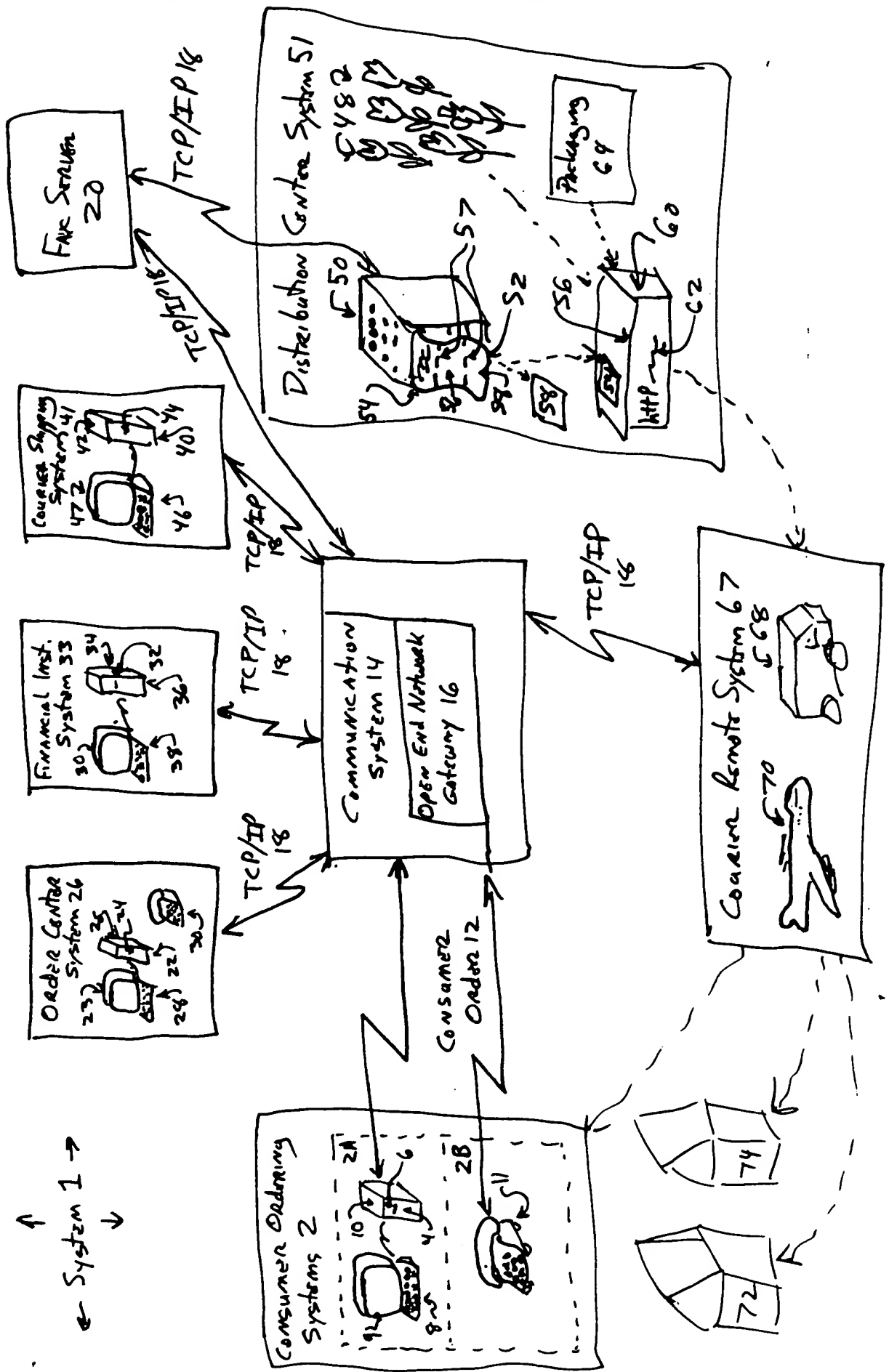


# OVERVIEW



ORDER: Blue Irises [20IRIS ST]

Order Nr.: JSCHU8113300 (Sheet 1 of 1)

Quantity: 1

Order Date: 23-Apr-98

Deliver By: 24-Apr-98

Ship To: Nicholas Rodgers  
ProFlowers, Inc.  
8436 S. Yarrow St.  
Littleton, CO 80123 US  
Phone: 303-555-5555

Fig. 2

Here's some roses for you to enjoy.

Jared Schutz

SHIPPER'S FEDEX ACCOUNT NUMBER



PHONE: (303)415-9806

FROM:

ProFlowers.com  
850 Mitten Rd

Burlingame CA 94010

TO:  
NICHOLAS RODGERS  
PROFLOWERS, INC.  
8436 S. YARROW ST.

PHONE: (303)555-5555

LITTLETON CO 80123

REF: JSCHU8113300 (1 of 1)



TRK # 7900 7003 4304

FORM ID: 0201

PRIORITY OVERNIGHT

80123-CO-US

DEN

WN BJC

**FedEx**

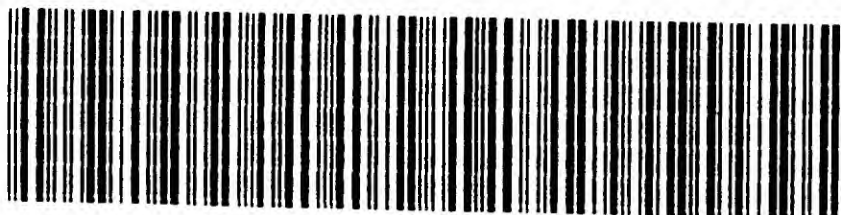
Federal Express

SHIP DATE: 23APR98  
MAN WGT: 5 LBS  
DIMMED: 34 X 8 X 6

RELEASE#:  
6208951

FRI  
A1

Deliver by:  
24APR98



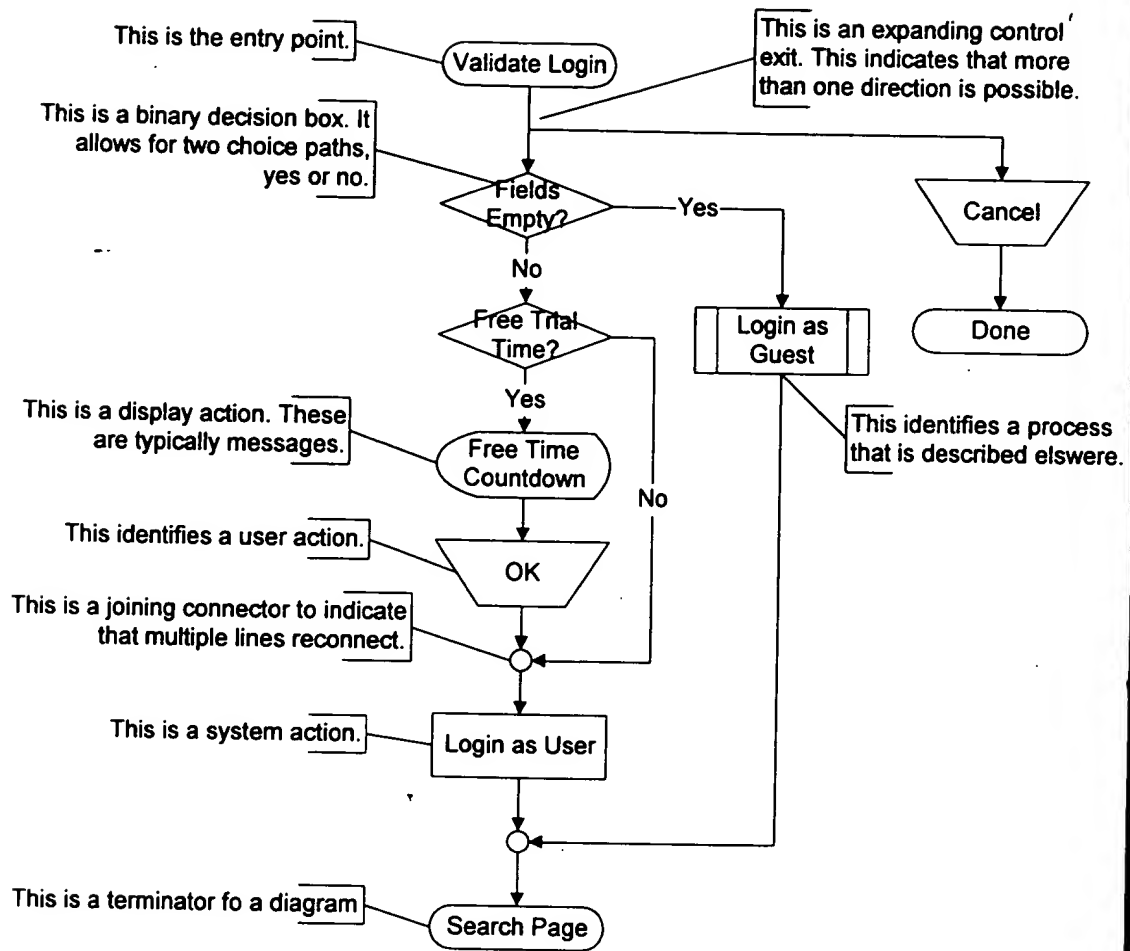


Figure 3 - Flow Diagram Example

## TASK FLOW DIAGRAMS

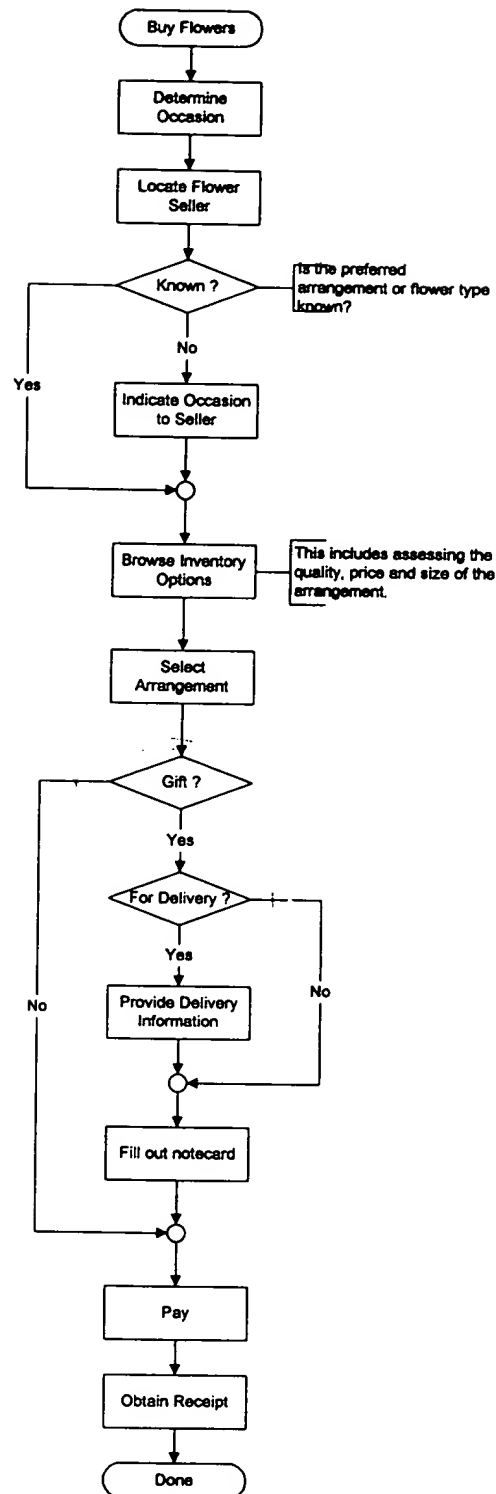
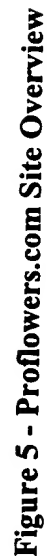



Figure 4 - Purchase Flowers in a Shop



 <b>intuitive design</b>	<b>Client:</b> Proforma.com
	<b>Project:</b> Web Site
	<b>Designers:</b> Steve Branson Rob Anderson

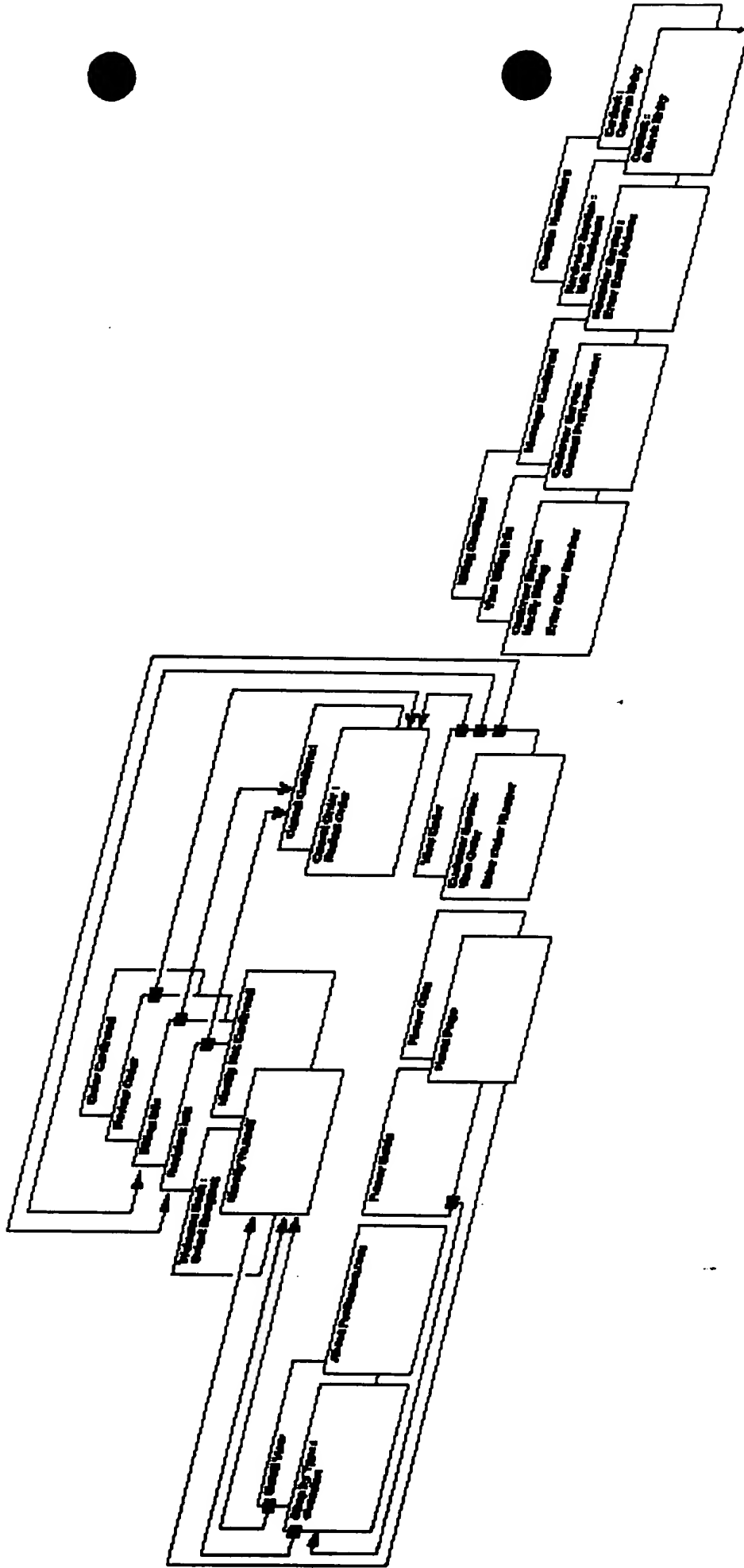


Figure 6 – Physical Overview

**Diffusion**



## SCREEN DESIGN

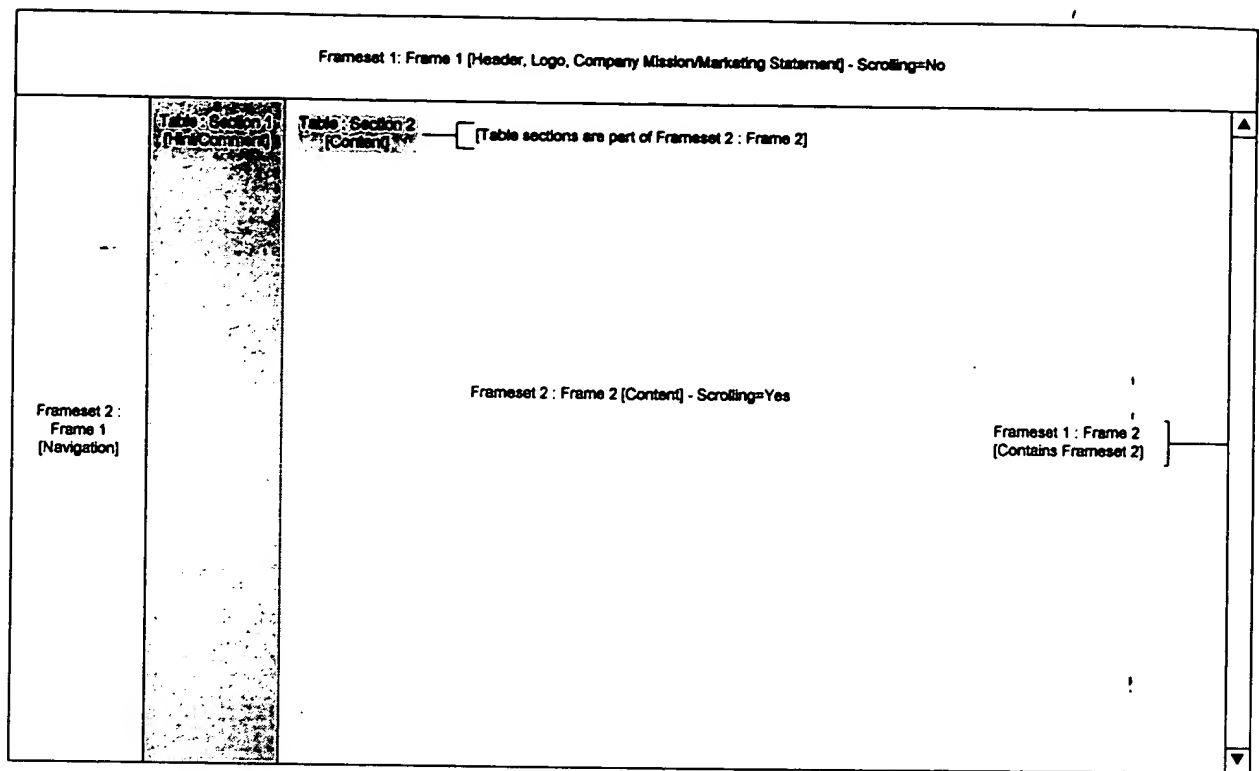


Figure 8 - General Framset Overview



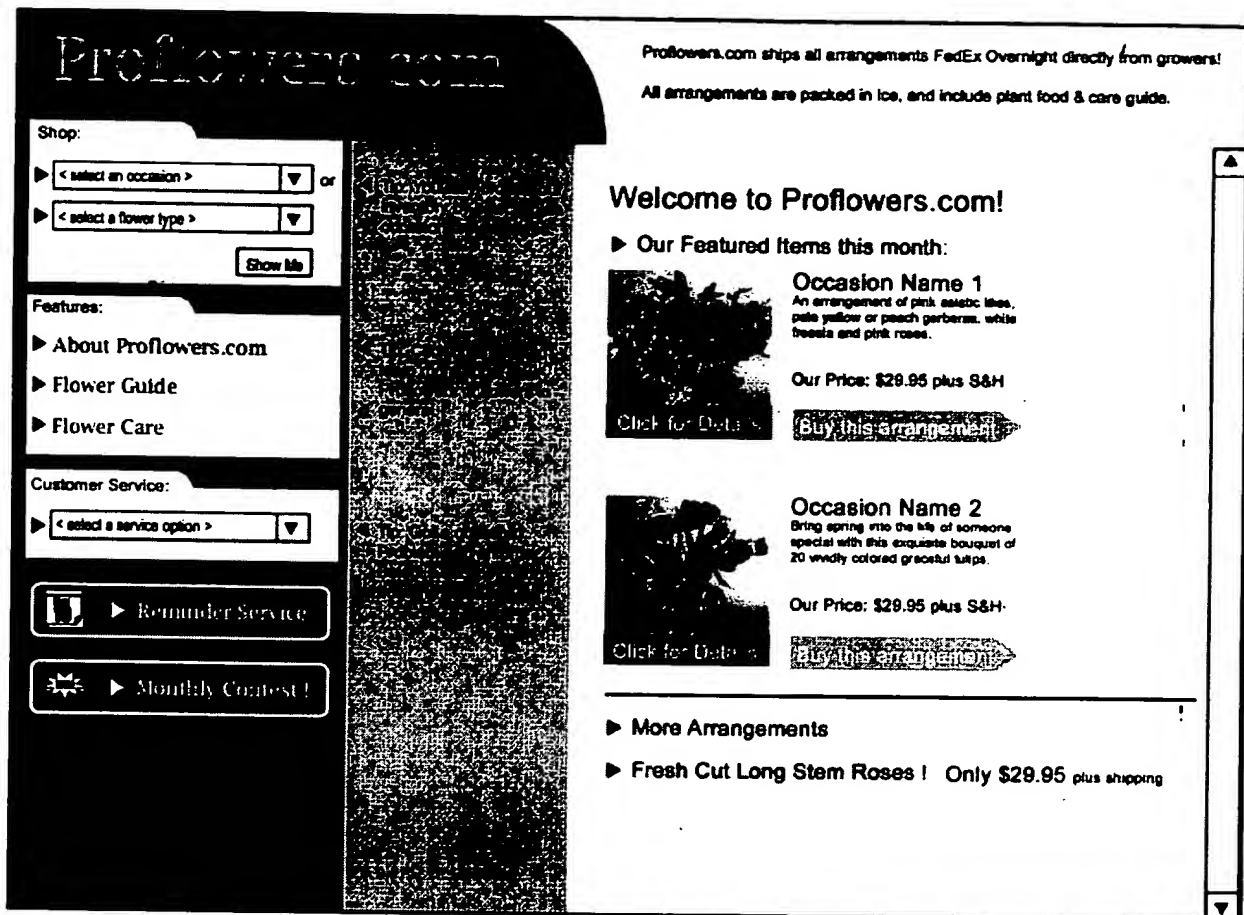


Figure 9 - Detailed Frameset Overview

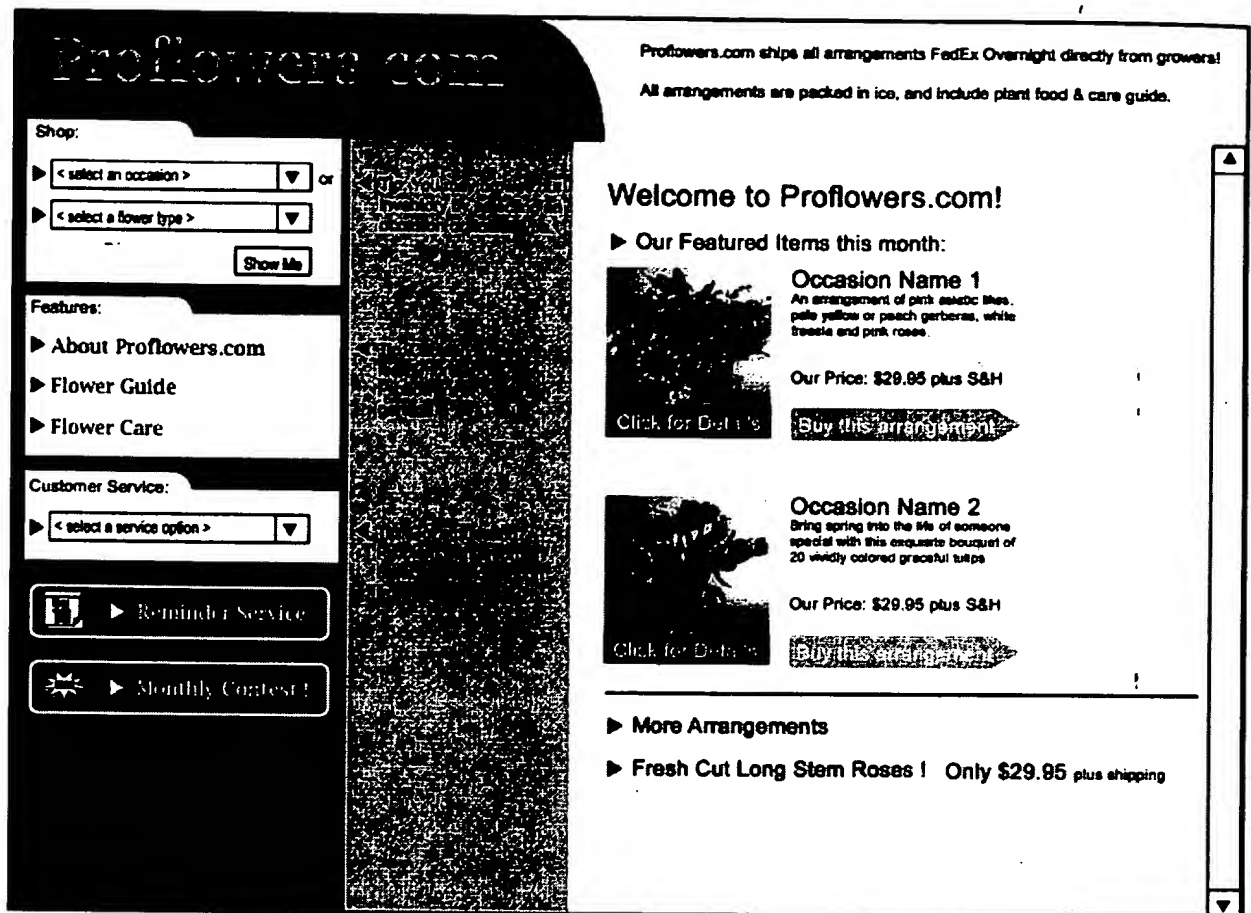


Figure 10 - Home Page

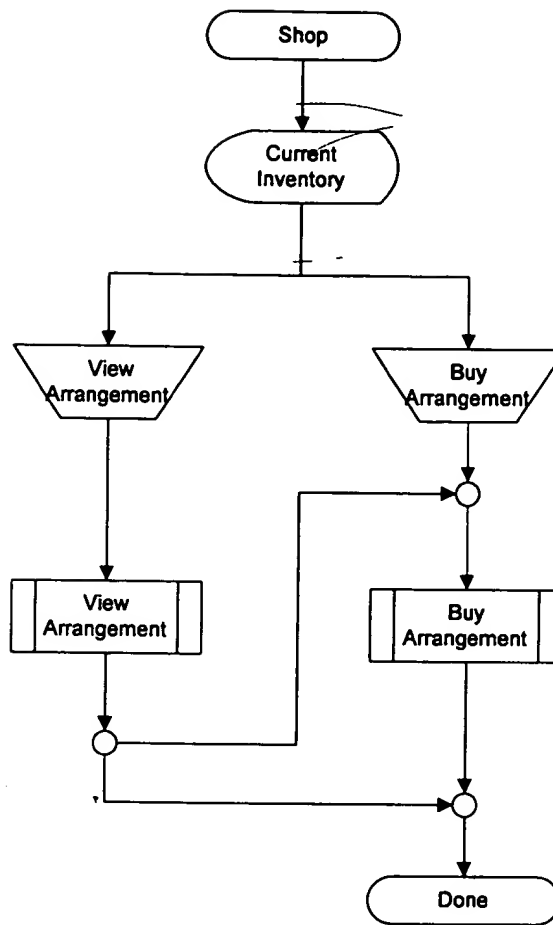


Figure 11 - Shopping Logic Flow



## SHOP BY OCCASION / FLOWER TYPE

Proflowers.com

Proflowers.com ships all arrangements FedEx Overnight directly from growers!  
All arrangements are packed in ice, and include plant food & care guide.

Shop:

> < select an occasion > ▼ or > < select a flower type > ▼

Show Me

Features: -

- > About Proflowers.com
- > Flower Guide
- > Flower Care

Customer Service:

> < select a service option > ▼

Reminder Service

Monthly Contest!

Home

> Shop by Occasion / Type : Occasion / Type Name

Occasion / Type Arrangement 1

An arrangement of pink anemone lilies, pale yellow or peach gerberas, white freesia and pink roses.

Our Price: \$29.95 plus S&H

Click for Details Buy this arrangement

Occasion / Type Arrangement 2

Bring spring into the life of someone special with this exquisite bouquet of 20 vividly colored graceful tulips.

Our Price: \$19.95 plus S&H

Click for Details Buy this arrangement

Figure 13 - Shop by Occasion

Proflowers.com ships all arrangements FedEx Overnight directly from growers!  
All arrangements are packed in ice, and include plant food & care guide.

Shop:

> < select an occasion > ▼ or  
> < select a flower type > ▼  
Show Me

Features:

- > About Proflowers.com
- > Flower Guide
- > Flower Care

Customer Service:

> < select a service option > ▼

Reminder Service


Monthly Contest!

Home

### Occasion / Type Arrangement Detail

An arrangement of pink astatic lilies, pale yellow or peach gerberas, white freesia and pink roses.


Perfect for Easter or to thank a special person, this bright arrangement includes three pink Astatic Lilies, three pale yellow Gerbera Daisies, four pink roses, and three white freesia combined with white wax flower. If we experience a shortage of certain flowers, we will substitute flowers of equal quality. We'll make sure that you get the best on the day that your flowers are picked. Carefully hand picked and tied together with an elegant purple paper rose, then shipped direct in a special box with an ice pack, flower care instructions, floral food, and your personal message.



Compare At: \$30.00  
Our Price: \$29.95 plus S&H

Buy this arrangement

Figure 14 - Arrangement Detail



Proflowers.com ships all arrangements FedEx Overnight directly from growers!  
All arrangements are packed in ice, and include plant food & care guide.

Shop:

▶ < select an occasion > ▼ or

▶ < select a flower type > ▼

Show Me

Features:

▶ About Proflowers.com

▶ Flower Guide

▶ Flower Care

Customer Service:

▶ < select a service option > ▼

▶ Reminder Service

▶ Monthly Contest!

Home

Tell us who you are...

▶ Placed an order before? Enter your email below :

▶ New Customer? Just leave the space blank and click "Continue >>".

Your email address:

Proflowers.com feels strongly about our users' privacy.  
We will not distribute or otherwise make public your email address or other personal information.

Figure 15 - Customer Identify

## CUSTOMER IDENTIFY (ERROR)

Proflowers.com ships all arrangements FedEx Overnight directly from growers!  
All arrangements are packed in ice, and include plant food & care guide.

Shop:

► < select an occasion > ▼ or

► < select a flower type > ▼

Show Me

Features:

► About Proflowers.com

► Flower Guide

► Flower Care

Customer Service:

► < select a service option > ▼

► Remander Service

► Monthly Contest!

Home

### Whoops!

► We were unable to locate your profile. If you think you might have used another email address, go ahead and enter it now.

Otherwise, just leave the space blank and click "Continue >>".

Your email address:

Proflowers.com feels strongly about our users' privacy.  
We will not distribute or otherwise make public your email address or other personal information.

Figure 16 - Customer Identify Error

Proflowers.com



## SELECT RECIPIENT

**Proflowers.com**

Proflowers.com ships all arrangements FedEx Overnight directly from growers!  
All arrangements are packed in ice, and include plant food & care guide.

Shop:

> < select an occasion > ▼ or

> < select a flower type > ▼

Show Me

Features:

> About Proflowers.com

> Flower Guide

> Flower Care

Customer Service:

> < select a service option > ▼

> Reminder Service

> Monthly Contest!

Home

Welcome back, User Name !

You have selected the Arrangement Name for \$29.95 plus S&H

Send this arrangement to: < select a recipient > ▼

Tip: If you are sending this arrangement to someone new, select "New Recipient".

Figure 17 - Select Recipient

# RECIPIENT

## Proflowers.com

Shop:

> < select an occasion > ▼ or

> < select a flower type > ▼

Show Me

Features:

- > About Proflowers.com
- > Flower Guide
- > Flower Care

Customer Service:

> < select a service option > ▼

Reminder Service

Monthly Contest!

Proflowers.com ships all arrangements FedEx Overnight directly from growers!


All arrangements are packed in ice, and include plant food & care guide.

Home

### Recipient Information

(✓) : mandatory fields

> Quantity:  arrangement(s) @ \$29.95 ea. plus S&H

> Card Message: 

To make sure the card prints correctly, please enter your message on the lines provided. Don't forget to say who it's from!

> Please ship to : Proflowers ships to the United States, its Territories, and Canada

First Name:  ✓

Last Name:  ✓

Address 1:

Address 2:  ✓

City:  ✓

State/Prov.:  ▼ ✓ Zip/Postal Code:  ✓

> Delivery info :

Deliver On: < select date > ▼ ✓

☒ Okay to leave if recipient not present.

Unchecking this option may cause delays leading to decreased freshness and additional service charges.

Cancel this Order

Figure 18 - Recipient Info

## BILLING INFORMATION

Proflowers.com ships all arrangements FedEx Overnight directly from growers!  
All arrangements are packed in ice, and include plant food & care guide.

Shop:

> < select an occasion > ▼ or > < select a flower type > ▼

Show Me

Features: --

> About Proflowers.com

> Flower Guide

> Flower Care

Customer Service:

> < select a service option > ▼

Reminder Service

Monthly Contest!

Home

**Billing Information:** (✓) : mandatory fields

> Please bill to :

First Name :  ✓

Last Name :  ✓

Address 1 :  ✓

Address 2 :

City :  ✓

State/Prov.:  ▼ ✓ Zip/Postal Code:  ✓

Phone :  ✓

> Billing method :

Credit Card: < select card > ▼ ✓ Exp. Date:  (mm/yy) ✓

Cardholder:  ✓

Account #:  ✓

Your Credit Card information is stored on a separate server, and is completely secure.

> Email Address:

Your email address will be used to recall your saved profile and to notify you if there are any problems with your order. It cannot be used to access your credit card information.

☒ Please email me about special Proflowers.com offers and specials.

Cancel

Continue

Figure 19 - Billing Information

## ORDER SUMMARY

**Proflowers.com**

Proflowers.com ships all arrangements FedEx Overnight directly from growers!  
All arrangements are packed in ice, and include plant food & care guide.

Shop:

> < select an occasion > ▼ or

> < select a flower type > ▼

Show Me

Features:

- > About Proflowers.com
- > Flower Guide
- > Flower Care

Customer Service:

> < select a service option > ▼

Reminder Service

Monthly Contest!

Home

**Review your order:**

Please take a moment to review your order.

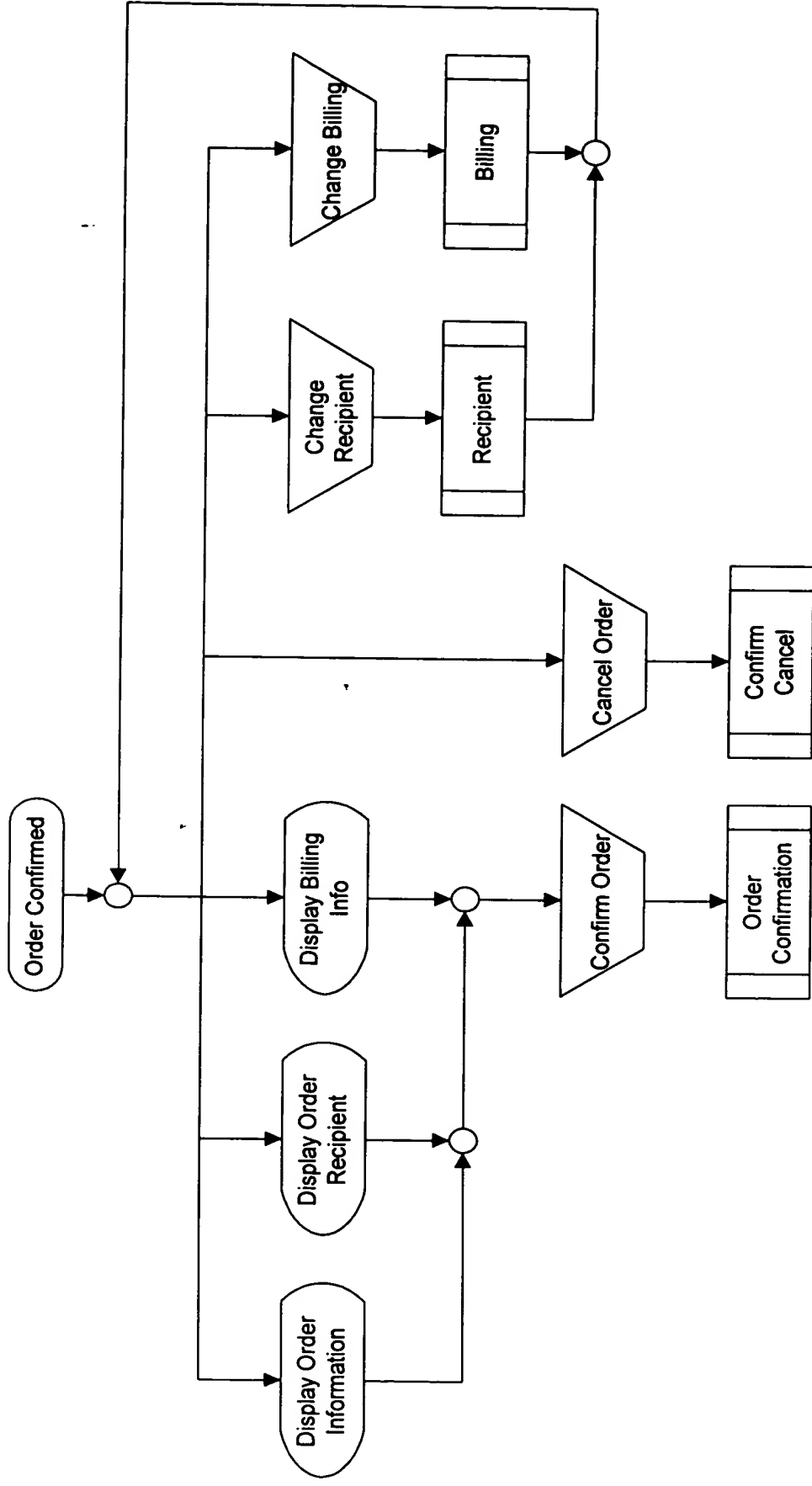
If the information is correct, click "Confirm Order >>" to complete your order.

Item Name	1	\$29.95	\$4.95	\$34.80
<p>Recipient Name: Happy Holidays 1234 Main St. Anytown, CA 90001</p> <p>Sincerely, Sender</p> <p>4/20/98</p> <p>Change...</p>				
<p>Recipient Name: 1234 Main St. Anytown, CA 90001</p> <p>Change...</p>				

Cancel this Order

Figure 20 - Order Summary

Logic Fig. 21



## ORDER CONFIRMED

Proflowers.com ships all arrangements FedEx Overnight directly from growers!

All arrangements are packed in ice, and include plant food & care guide.

Shop:

> < select an occasion > ▼ or

> < select a flower type > ▼

Show Me

Features:

- > About Proflowers.com
- > Flower Guide
- > Flower Care

Customer Service:

> < select a service option > ▼

Reminder Service

Monthly Contest!

Home

### Order Confirmed :

Please print this page and keep it for your records.

You may track or review this order at a later time by selecting "View Order" from the Customer Support menu.

Order Number: **USERN888300**

Item Name	1	\$29.95	\$4.95	\$34.80
Recipient Name		Happy Holidays	4/20/98	
1234 Main St.		Sincerely, Sender		
Anytown, CA 90001				

Recipient Name

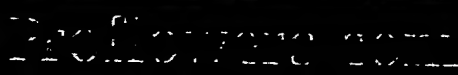
1234 Main St.

Anytown, CA 90001

Done

Place Another Order

Figure 22- Order Confirmed



ProFlowers.com ships all arrangements FedEx Overnight directly from growers!  
All arrangements are packed in ice, and include plant food & care guide.

Shop:

► < select an occasion > ▼ or

► < select a flower type > ▼


Show Me


Features:


- About ProFlowers.com
- Flower Guide
- Flower Care

Customer Service:

► < select a service option > ▼

 ► Reminder Service

 ► Monthly Contest!

 Home

### ► About ProFlowers.com

#### Great Quality

Unlike other floral delivery services, ProFlowers flowers are shipped directly from the growers and are several days fresher than flowers you might find in your local store. We guarantee the composition and quality of our bouquets with a full satisfaction money-back guarantee. We have not found any competitor with a similar commitment, and we believe it is just another way of offering better service to you, our valued customer.

#### Exceptional Value

Because we ship directly from the growers to you, there is no costly middleman. You are buying flowers at a wholesale rate, and even with the shipping cost, most assortments are 20-30% below comparable retail price and our assortments are fresher, too.

#### We Appreciate Your Business

Our network of growers and importers represent some of the finest in the country. Our extensive selection process and quality review ensures that all ProFlowers.com growers are "a peak above the rest" in the quality and freshness of their flowers.

You, too can order flowers DIRECT from growers! That's right, cut from the field and into your living room in 24 hours!

Each ProFlowers.com floral assortment is guaranteed to be of the highest quality and to consist of the flowers specified. We have a 100% guarantee on all orders. If the flowers do not arrive in beautiful, fresh condition, we will refund your money.

Figure 23 - About ProFlowers.com

## FLOWER CARE

### Shop:

> < select an occasion >

or

> < select a flower type >

Show Me

### Features:

- > About Proflowers.com
- > Flower Guide
- > Flower Care

### Customer Service:

> < select a service option >

Reminder Service

Monthly Contest!

Proflowers.com ships all arrangements FedEx Overnight directly from growers!

All arrangements are packed in ice, and include plant food & care guide.

[Home](#)

## > Flower Care

### FOUR STEPS TO LONGER LASTING BOUQUETS

Flowers are an important ingredient in the occasions of our lives, celebrating or commemorating life passages, as well as expressing appreciation of our relationships, achievements and events. Maintaining your precious moments longer through flowers is easy with four steps suggested by the California Cut Flower Commission.

1. Re-cut the end of each stem using a sharp knife or scissors.
 

This prevents air pockets from forming inside the stems which block water uptake into the flowers. Re-cut every three days or so.
2. Use clean vases or containers.
3. Remove all leaves which will be under water in the vase.
 

Submerged leaves will rot and create bacteria, shortening the life of your bouquet.
4. Add floral food, obtained in your shipping box, to the vase water.
 

Use the recommended amount for the size of your bouquet. Change the water (and floral food) every three to four days.

Figure 24 - Flower Care



## FLOWER GUIDE

Proflowers.com ships all arrangements FedEx Overnight directly from growers!  
All arrangements are packed in ice, and include plant food & care guide.

Shop:

> < select an occasion > ▼ or

> < select a flower type > ▼

Show Me

Features:

> About Proflowers.com

> Flower Guide

> Flower Care

Customer Service:

> < select a service option > ▼

Reminder Service

Monthly Contest!

Home

> Flower Guide

### The Rose

"The rose is one of the oldest flowers known to man, and still one of the most popular. Nebuchadnezzar used them to adorn his palace and in ....

The Rose is the flower of love. It was created by Chloris, the Greek goddess of flowers, but of a lifeless body of a nymph which she found one day in a clearing in the woods.....

Quoted from Pickles, Sheila. The Language of Flowers (New York: Harmony Books, 1989).

**Red Roses**  
Red roses signify love, blah blah blah...

**White Roses**  
White roses signify friendship and sincerity, blah blah blah...

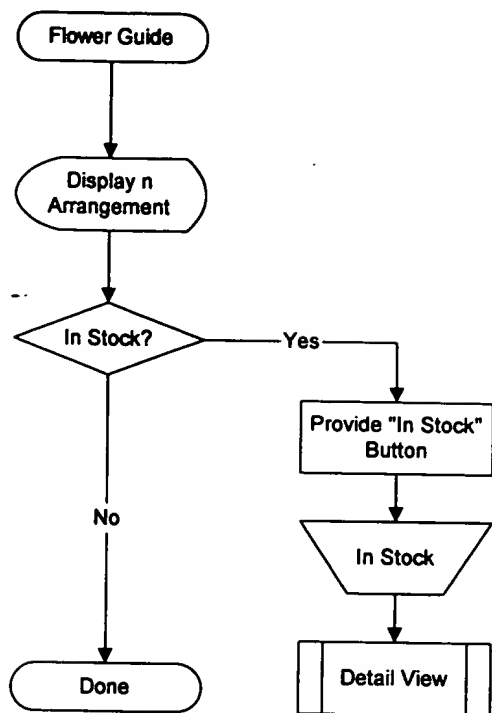
### The Tulip

"Perhaps best known for their tulips, Holland has blah blah blah..."

**Red Tulips**  
Red tulips signify undying devotion and love, blah, blah, blah...

Figure 25 - Flower Guide

Logic Fig. 26



FOR RELEASE

## CUSTOMER SUPPORT : VIEW ORDER (IDENTIFY)

Proflowers.com

Proflowers.com ships all arrangements FedEx Overnight directly from growers!  
All arrangements are packed in ice, and include plant food & care guide.

Shop:

> < select an occasion > ▼ or < select a flower type > ▼

Show Me

Features:

- > About Proflowers.com
- > Flower Guide
- > Flower Care

Customer Service:

> < select a service option > ▼

Reminder Service

Monthly Contest!

Home

> Customer Service : View Order

If you wish to check on your order's status or change any information, enter the Order Number below.

Your Order Number:

Remember: credit card information cannot be accessed from this web site.  
Please leave the credit card information blank if you do not want to change the card to be billed.

Figure 27 - View Order (Identify Order)

1. **Introduction**  
 2. **Background**  
 3. **Methodology**  
 4. **Results**  
 5. **Discussion**  
 6. **Conclusion**  
 7. **References**  
 8. **Appendix**  
 9. **Index**  
 10. **Table of Contents**

**Figure 28 - View Order (Order Summary)**

**Figure 28 - View Order (Order Summary)**

## CANCEL ORDER (REVIEW)

Proflowers.com

Proflowers.com ships all arrangements FedEx Overnight directly from growers!  
All arrangements are packed in ice, and include plant food & care guide.

Shop:

> < select an occasion > ▼ or

> < select a flower type > ▼

Show Me

Features:-

> About Proflowers.com

> Flower Guide

> Flower Care

Customer Service:

> < select a service option > ▼

Reminder Service

Monthly Contest!

Home

### Cancel Order:

> Please review your order and verify that you wish to Cancel this Order :

USERN898300 Has not shipped

Item Name	1	\$29.95	\$4.95	\$34.80
Recipient Name		Happy Holidays	4/20/98	
1234 Main St.		Sincerely, Sender		
Anytown, CA 90001				

Recipient Name

1234 Main St.

Anytown, CA 90001

Don't Cancel Order

Cancel this Order

Figure 29 - Cancel Order Review

## CANCEL ORDER (CONFIRMED)

Proflowers.com ships all arrangements FedEx Overnight directly from growers!  
All arrangements are packed in ice, and include plant food & care guide.

Shop:

> < select an occasion > ▼ or

> < select a flower type > ▼

Show Me

Features:

- > About Proflowers.com
- > Flower Guide
- > Flower Care

Customer Service:

> < select a service option > ▼

> Reminder Service

> Monthly Contest!

Home

Order Canceled:

> Your order has been cancelled, and you will not be charged.

Done!

Figure 30 - Cancel Order Confirmed

## CUSTOMER SERVICE : MODIFY BILLING (IDENTIFY)

**Proflowers.com**

Proflowers.com ships all arrangements FedEx Overnight directly from growers!  
All arrangements are packed in ice, and include plant food & care guide.

Shop:

> < select an occasion > ▼ or

> < select a flower type > ▼

Show Me

Features: --

> About Proflowers.com

> Flower Guide

> Flower Care

Customer Service:

> < select a service option > ▼

> Reminder Service

> Monthly Contest!

Home

> Customer Service : Modify Billing

Need to change your credit card or billing address?

Please enter the Order Number of the order for which you wish to modify the billing info:

Your Order Number:

Remember: credit card information cannot be accessed from this web site.  
Please leave the credit card information blank if you do not want to change the card to be billed.

Fig. 31

## MODIFY BILLING INFO

Proflowers.com ships all arrangements FedEx Overnight directly from growers!

All arrangements are packed in ice, and include plant food & care guide.

Shop:

> < select an occasion > ▼ or

> < select a flower type > ▼

Show Me

Features: --

> About Proflowers.com

> Flower Guide

> Flower Care

Customer Service:

> < select a service option > ▼

Reminder Service

Monthly Contest!

Home

### Modify Billing Information:

(✓) : mandatory fields

> Please bill to :

Verify that your billing information is correct

First Name :  ✓

Last Name :  ✓

Address 1 :  ✓

Address 2 :

City :  ✓

State :  ✓ Zip/Postal Code:  ✓

Phone :

> Billing method :

If you received a notice that your card had been declined, enter new card information here :

Credit Card: < select card > ▼ ✓ Exp. Date:  (mm/yy) ✓

Cardholder:  ✓

Account #:  ✓

Your Credit Card information is stored on a separate server, and is completely secure

Cancel Order

Continue

FIG. 32



## MODIFY BILLING (CONFIRMED)

Proflowers.com ships all arrangements FedEx Overnight directly from growers!  
All arrangements are packed in ice, and include plant food & care guide.

Shop:

► < select an occasion > ▼ or [Home](#)

► < select a flower type > ▼

[Show Me](#)

Features: ..

► [About Proflowers.com](#)

► [Flower Guide](#)

► [Flower Care](#)

Customer Service:

► < select a service option > ▼

[Reminder Service](#)

[Monthly Contest!](#)

### Modify Billing Information : Confirmed

► Thank you!

Your billing information was successfully updated, and we will continue procesing your order immediately!

Figure 33 - Modify Billing (Confirm)

ProFlowers.com ships all arrangements FedEx Overnight directly from growers!  
All arrangements are packed in ice, and include plant food & care guide.

Shop:

> < select an occasion > or

> < select a flower type >

Show Me

Features:

> About Proflowers.com

> Flower Guide

> Flower Care

Customer Service:

> < select a service option >

Reminder Service

Monthly Contest!

Home

> Customer Service : Contact Proflowers.com

ProFlowers, Inc.  
2888 Bluff Street, Ste. 116  
Boulder, CO 80301

> Got a question or complaint?  
Just fill out the form below, and we'll get right back to you!

> Want to modify or cancel an order?  
Select "View Order" from the Customer Service Menu.

Your Email :

If this is regarding a specific order, enter the order number here:

Order # :

Message :

Cancel Message

Send Message

Figure 34 - Contact Proflowers.com

## CONTACT CONFIRMED

# Proflowers.com

Proflowers.com ships all arrangements FedEx Overnight directly from growers!  
All arrangements are packed in ice, and include plant food & care guide.

Shop:

▶ < select an occasion > ▼ or

▶ < select a flower type > ▼

Show Me

Features:

- ▶ About Proflowers.com
- ▶ Flower Guide
- ▶ Flower Care

Customer Service:

▶ < select a service option > ▼

▶ Reminder Service

▶ Monthly Contest!

Home

### ▶ Customer Service : Message Sent !

▶ Your message has been sent. You will receive a reply from one of our customer service representatives shortly.

Post

Figure 35 - Contact Confirmed

## REMINDER SERVICE

Proflowers.com ships all arrangements FedEx Overnight directly from growers!  
All arrangements are packed in ice, and include plant food & care guide.

Shop:

> < select an occasion > ▼ or

> < select a flower type > ▼

Show Me

Features:

- > About Proflowers.com
- > Flower Guide
- > Flower Care

Customer Service:

> < select a service option > ▼

▶ Reminder Service

▶ Monthly Contest!

Home

### ▶ Reminder Service

Never miss another important flower day!

Register with our Reminder Service, and receive reminders and special offers via email! Just type in your email address below...

Your email address:

▶ Tip: if you've already registered with the Reminder Service, enter your email address to view and edit your reminders!

Proflowers.com feels strongly about our users' privacy.  
We will not distribute or otherwise make public your email address or other personal information.

Figure 36 - Reminder Service

## REMINDER SERVICE (EDIT)

Proflowers.com ships all arrangements FedEx Overnight directly from growers!  
All arrangements are packed in ice, and include plant food & care guide.

Shop:

> < select an occasion > ▼ or

> < select a flower type > ▼

Show Me

Features: --

> About Proflowers.com

> Flower Guide

> Flower Care

Customer Service:

> < select a service option > ▼

Home

> Reminder Service

Your Email :

> Reminders :

Your reminder will appear in your email 2 weeks before the specified date.

> Tip: Is it a holiday? Just enter the holiday name and we'll do the rest! (Example: Mother's Day)

Occasion :	mm	/	dd
Mother's Day	05	/	10
<input type="text"/>	<input type="text"/>	/	<input type="text"/>
<input type="text"/>	<input type="text"/>	/	<input type="text"/>
<input type="text"/>	<input type="text"/>	/	<input type="text"/>
<input type="text"/>	<input type="text"/>	/	<input type="text"/>
<input type="text"/>	<input type="text"/>	/	<input type="text"/>
<input type="text"/>	<input type="text"/>	/	<input type="text"/>
<input type="text"/>	<input type="text"/>	/	<input type="text"/>

Cancel

Save Reminders

Figure 37 - Reminder Service (Edit)

## REMINDERS CONFIRMED

Proflowers.com ships all arrangements FedEx Overnight directly from growers!  
All arrangements are packed in ice, and include plant food & care guide.

Shop:

> < select an occasion > ▼ or

> < select a flower type > ▼

Show Me

Features:

- > About Proflowers.com
- > Flower Guide
- > Flower Care

Customer Service:

> < select a service option > ▼

Home

> Reminder Service : Confirmed !

Your Email : your-email@domain.com

> Reminders :

Your reminder will appear in your email 2 weeks before the specified date.

Occasion :	mm	/	dd
Mother's Day	05	/	10
Spouse's Birthday	06	/	29

Reminder Service

Monthly Contest !

Figure 38 - Reminders Confirmed

## CONTEST

Proflowers.com ships all arrangements FedEx Overnight directly from growers!  
All arrangements are packed in ice, and include plant food & care guide.

Shop:

> < select an occasion > or

> < select a flower type >

Show Me

Features:

- > About Proflowers.com
- > Flower Guide
- > Flower Care

Customer Service:

> < select a service option >

Reminder Service

Monthly Contest!

Home

### > Monthly Contest

#### FREE ROSES FOR MOTHER'S DAY

Submit a brief story to us (no longer than one paragraph) about how flowers have made a positive impact in your life. If we choose to use your story, we will supply you with a dozen high-quality long-stemmed roses for delivery anywhere in the United States at no charge.

> Entry Form : (✓) : mandatory fields

First Name :  ✓

Last Name :  ✓

Email Address :  ✓

Phone : (  )  ✓

Your Story :  ✓

Submit Entry

Figure 39 - Contest Entry

## CONTEST CONFIRM

Proflowers.com ships all arrangements FedEx Overnight directly from growers!  
All arrangements are packed in ice, and include plant food & care guide.

Shop:

> < select an occasion > ▼ or

> < select a flower type > ▼

Show Me

Features:

> About Proflowers.com

> Flower Guide

> Flower Care

Customer Service:

> < select a service option > ▼

▶ Reminder Service

▶ Monthly Contest!

Home

▶ Monthly Contest : Entry Confirmed !

Thank you for your contest entry.

We will contact you if you are a winner !

First Name :

Last Name :

Email Address:

Phone :

Your Story :

Done

Figure 40 - Contest Entry Confirmed



Fig. 41



Select an Occasion ▾  
 Select a Flower Type ▾  
 More Arrangements ... ▾

show me

- Home
- About Us
- Flower Guide
- Flower Care
- Shipping Info
- Reminder Service
- Customer Service
- Monthly Contest
- Track/Modify Order
- How to Order



Customer Survey

Chocolates ▾

vote results

## affiliates program



### Join the Proflowers Affiliates Program

Earn commissions of between 7% and 10%!

Flowers are a wonderful way to mark a special occasion or holiday and to say "I love you," "Congratulations," "Get Well," "Happy Birthday," "Happy Anniversary," or "Keep up the good work!" Flowers are also a big business. In 1996, American consumers purchased almost \$14 billion of flowers.

With Proflowers, you can offer your Web site visitors beautiful fresh cut flowers and specially designed arrangements that are shipped direct from the grower via FedEx Priority Overnight. Our fully automated system provides a direct link between the grower and FedEx, and the savings are passed along to the consumer. Your Web site visitors will save between 30% and 40% compared with other flower sites on the Internet.

Proflowers is pleased to announce that [bluemountain.com](http://bluemountain.com), the leading electronic greeting card site, has joined the Proflowers affiliate network.

What you need to do to join the Proflowers Affiliate Network:

1. Read our Affiliate Network Agreement.
2. Complete the online application.
3. If you're accepted, we'll send you all the information and to that you need to get started.

[Frequently Asked Questions](#)

[Application Form](#)

[Affiliate Network Agreement](#)

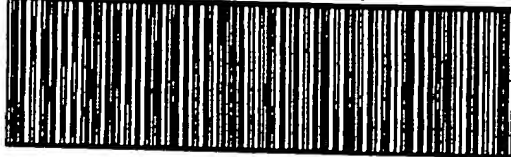
Proflowers has been awarded a three star rating (the highest possible!) from [Refer-It](#), a leading affiliate rating service.



Fig 42

DOM

TRKs: [1 of 1] Order#:BJOHN1236000



**CALIFORNIA NURSERY STOCK  
CERTIFICATE FOR INTERSTATE AND INTRASTATE  
SHIPMENTS**

NO: A2251001

THIS PLANT MATERIAL OR NURSERY OR PREMISES FROM  
WHICH THIS SHIPMENT WAS MADE HAS BEEN INSPECTED  
AND FOUND FREE FROM ESPECIALLY INJURIOUS PLANT  
PESTS AND DISEASE SYMPTOMS.

THIS SHIPMENT NEED NOT BE HELD FOR INSPECTION IN CA  
Issued By: Humboldt County Agricultural and California

Department of Food & AG.  
1220 N. Street, Sacramento, Ca 95814  
CONTENTS-CUT FLOWERS  
BOUQUET MIX

**MON**

Updated Order



Customer Service  
Proflowers.com  
5005 Wateridge Vista Drive  
Second Floor  
San Diego, Ca 92121  
1.800.776.3569

Ship Date: 2/12/01

**FedEx**

RELEASE #  
6208951

TO: Brad Johnson  
Proflowers  
3975 Gloria Lane  
Carlsbad, CA 92008 US  
858.729.2756

**TUE**

Deliver By:  
14FEB01

REF: Order# BJOHN1236000

TRK #

FORM ID: 0201

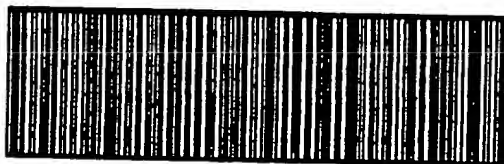
System # 0008564 12FEB01

92008-CA-US

SJC

AA

**A5 MRYA**



ORDER: Christmas Wreath  
Order #: BJOHN1236000 [1 of 1]  
Quantity: 1

Ship Date: 2/12/01  
Ship To: Brad Johnson  
Carlsbad, CA 92008 US

1-800-PROFLOWERS

Order #:BJOHN1236000

#BJOHN1236000

105020" 965440

Fig 43

Dear Andrea,  
Happy Valentine's Day!!!  
I guess today, as good as any other day, I'm  
thanking ya for your friendship; you are truly  
cherished. Johnny Korn



ORDER: Blue Irises [20IRIS ST]  
Accessories: Fine Chocolates  
Order #: ASULT0251000 [1 of 1]  
Quantity: 1  
Deliver By: 2/14/00  
Ship To: Andrea Sultenfuss  
Florida Fantasies (Can Come True)  
3910 Irving Street - Harrison Building  
Rm 0517/Box 0204  
Philadelphia, PA 19104 US  
Phone: 215-417-8067



09709556 020501

DOM  
TRK #: 472917938535  
Order #: ASULT0251000  
[1 of 1]

SHIPPER'S FEDEX ACCOUNT NUMBER



PHONE: (619)454-9850

**FedEx**

Federal Express

FROM:  
Customer Service  
PROFLOWERS  
3160 UPPER BAY ROAD

SHIP DATE: 12FEB00  
CAD #0061276  
MAN WGT: 5 LBS

ARCATA CA 95521  
TO: PHONE: (215)417-8067  
ANDREA SULTENFUSS  
FLORIDA FANTASIES (CAN COME TRUE)  
3910 IRVING STREET - HARRISON BUILD  
RM 0517/BOX 0204  
PHILADELPHIA PA 19104

PRIORITY OVERNIGHT  
BILL THIRD PARTY

RELEASE#: 6208951

REF: ASULT0251000



DELIVERY ADDRESS  
TRK # 4729 1793 8535

FORM ID: 0201  
19104-PA-US

PHL

SF BBXA

SPU  
MON  
A1

Deliver by:  
14FEB00

